

**Subject:** Re: Re: Consumer Survey emailsboundary="Apple-Mail=\_BE9D56FB-F6EB-4B01-9C74-4D189BE893C8"  
**From:** "Dawn Eastin" <dawn@downtownnews.com>  
**Date:** 01/29/2016 02:50 PM  
**To:** "Henna Sherzai" <HSherzai@downtownla.com>

You are amazing! Thank you!

Have a wonderful weekend.

Dawn

*Dawn Eastin  
General Manager  
L.A. Downtown News  
1264 W. First St.  
L.A., CA 90026  
213-481-1448  
213-250-4617 fax*

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On Jan 29, 2016, at 10:33 AM, Henna Sherzai wrote:

I asked for three reports:

- 1) Anyone who checked [LADowntownNews.com](http://LADowntownNews.com) and LA Downtown News (combined)
- 2) [LADowntownNews.com](http://LADowntownNews.com)
- 3) LA Downtown News

That way, you can send if there are any trends with online vs print readers.

I'll forward as soon as I get them from Elan.

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**From:** Dawn Eastin [mailto:[dawn@downtownnews.com](mailto:dawn@downtownnews.com)]

**Sent:** Thursday, January 28, 2016 2:05 PM

**To:** Henna Sherzai <[HSherzai@downtownla.com](mailto:HSherzai@downtownla.com)>

**Subject:** Re: Consumer Survey emails

Oh yes...no problem.

*Dawn Eastin  
General Manager*

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On Jan 28, 2016, at 1:49 PM, Henna Sherzai wrote:

They're out on a Get Urban tour for the rest of the day, but I left a note with Elan.

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**From:** Dawn Eastin [<mailto:dawn@downtownnews.com>]  
**Sent:** Thursday, January 28, 2016 1:44 PM  
**To:** Henna Sherzai <[HSherzai@downtownla.com](mailto:HSherzai@downtownla.com)>  
**Subject:** Re: Consumer Survey emails

Thanks Henna. I am actually interested in extracting our data from the survey. Is there someone at the company you used that I can contact directly? Should I ask Elan for the contact?

*Dawn Eastin  
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On Jan 28, 2016, at 12:42 PM, Henna Sherzai wrote:

Hi Dawn,

Here is the file that I received from the Econ Dev team. Let me know if you have any questions.

---

**From:** Dawn Eastin [<mailto:dawn@downtownnews.com>]  
**Sent:** Wednesday, January 27, 2016 5:03 PM  
**To:** Henna Sherzai <[HSherzai@downtownla.com](mailto:HSherzai@downtownla.com)>  
**Subject:** Re: Consumer Survey emails

Hi Henna,

I wanted to follow up on the data for the media question, specific to Downtown News break downs. Do you have data you can send yet?

*Dawn Eastin  
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On Dec 14, 2015, at 4:19 PM, Dawn Eastin wrote:

Thanks, Henna!

*Dawn Eastin  
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On Dec 14, 2015, at 3:06 PM, Henna Sherzai wrote:

Hi Dawn,

Please see attached for roughly 3,100 names and emails of Downtown LA Survey respondents. I've also asked for data on the media question so I will send that as soon as I have it.

Currently, we plan to release a report with the survey results at the January CCA GMM. I believe that is planned for 1/18. We would, of course, make sure you receive a first copy along with a press release well in advance.

Let me know if you have any questions!

Thanks,

<image001.gif>**Henna Sherzai**  
Director of Marketing  
**Downtown Center Business Improvement District**  
626 Wilshire Blvd., Ste. 200, Los Angeles, CA 90017  
*call* (213) 624-2146 225  
*direct* (213) 416-7515  
*fax* (213) 624-0858  
*email* [hsherzai@DowntownLA.com](mailto:hsherzai@DowntownLA.com)  
*go to* [www.DowntownLA.com](http://www.DowntownLA.com)

[<image002.gif>](#) [<image003.gif>](#) [<image004.gif>](#) [<image005.gif>](#)

<2015 Downtown Survey - Names and Emails.xlsx>

<Survey Results - Sources of Information.xlsx>

Re: Re: Consumer Survey emailsboundary="App...